

What is claimed is:

1. An organic electroluminescent display comprising:  
a transparent substrate having an inner surface and an  
outer surface;  
a transparent electrode disposed on the inner surface of  
the transparent substrate;  
an organic EL layer disposed on the transparent  
electrode;  
a back electrode disposed on the organic EL layer; and  
a half mirror disposed on the outer surface of the  
transparent substrate.
2. The organic electroluminescent display according to  
claim 1, wherein the half mirror is formed of a thin metal  
film prepared by vapor deposition or sputtering on a surface  
of a transparent plate for protecting the organic  
electroluminescent display.
3. The organic electroluminescent display according to  
claim 1, wherein the half mirror is formed of a transparent  
resin film having a thin metal film, the transparent resin  
film attached to a transparent plate for protecting the  
organic electroluminescent display.
4. The organic electroluminescent display according to

claim 1, wherein a perpendicular distance from a surface of the organic luminescent layer to the half mirror is equal to or larger than a dot pitch of the display.

5. The organic electroluminescent display according to claim 2, wherein a perpendicular distance from a surface of the organic luminescent layer to the half mirror is equal to or larger than a dot pitch of the display.

6. The organic electroluminescent display according to claim 3, wherein a perpendicular distance from a surface of the organic luminescent layer to the half mirror is equal to or larger than a dot pitch of the display.